

SMPS Board Meeting Agenda :: May 6, 2016

In Attendance: Jessica Hemauer, Dawn Jones, Nikki Dvorak, David Copeland, Tom Fennell, Tom Petermann, Meghan Johnson, Pam O'Deen-Pishler, Megan Fitzpatrick, Ampy McIntyre, Maura Buechner, David Copeland, Nate Welsh

Attended via Phone: N/A

Did not Attend: Anne Kulick

Pass Minutes from last meeting: First: Ampy McIntyre Second: Dawn Jones

Old Business: N/A

Programs	Consent Items
	<ul style="list-style-type: none"> April program results May program reminder - last program of the program year
	New Business/Discussion Topics
	<ul style="list-style-type: none"> Programs survey
Professional Development	Consent Items
	<ul style="list-style-type: none"> Next BEE event: June 3rd; 8:30am-10:30am <ul style="list-style-type: none"> Topic: Turn Digital Touchpoints into Real Business Speakers: Julie Huval, Benchly Design. (Dallas SMPS Member) Venue: Microdesk, Inc. @ 10 S. Riverside Plaza, Suite 1475, Chicago Dine and Shine <ul style="list-style-type: none"> Do any of the board members have already purchased webinars that they would recommend and be willing to donate to use for an upcoming Dine and Shine. Skills Seminar: June 2nd; 4:00pm-6:00pm <ul style="list-style-type: none"> Topic: Infographics Speaker: Rose Sweeney, Loretta Marketing Communications Venue: Cushing @ 420 West Huron, Chicago
	New Business/Discussion Topics
	<ul style="list-style-type: none"> CPSM Study Group <ul style="list-style-type: none"> Would like board approval to have CPSM Study Group every other year (skipping this year) Create bigger demand Don't think we will have enough registrants for a yearly study group Pam mentioned CPSM workshop now online Nikki Dvorak moves to move CPSM study group to every other year / Tom Petermann seconds / motion approved MCC event at Builtworks <ul style="list-style-type: none"> Tom Petermann motions for chapter not to use Builtworks again / Dawn Jones seconds / motion approved Marketing Bootcamp <ul style="list-style-type: none"> Would like "graduation" to coincide with SMPS holiday party Excellence in Marketing Awards <ul style="list-style-type: none"> Would like board approval for dates: <ul style="list-style-type: none"> Call for entries: End of May Entry due date: June 17th Event to take place during the annual meeting (still up for discussion) Would like board approval for prizes <ul style="list-style-type: none"> Internal marketing winner: EMA trophy and \$300 SMPS bucks External marketing winner: EMA trophy and \$300 SMPS bucks Best in Show: EMA trophy and 1 registration to Heartland Regional Conference Would like board approval to allow all committee member point people free registration for the event they planned and executed <ul style="list-style-type: none"> - Discussion to add budget to committees for program attendance more information during retreat

Special Events	Consent Items	
	New Business/Discussion Topics	
	<div>1. Topgolf<ul style="list-style-type: none">Sponsor Goal Met!22 registrants (12 sponsor tickets unclaimed)Cushing currently printing sponsor banners and table top signs (free of charge in kind)Event to sell out at 55-60 guests</div> <div>2. Summer Event- Themed<ul style="list-style-type: none">Kensington Rooftop & Lounge chosen based off price, availability and locationWednesday, July 20, 6:00-9:00 p.m. confirmed with venueBudget- Projected ticket sales (\$55 Member tickets) will cover Venue + catering costs.. All sponsor money (and ticket sales over 100 guests) will be a profit to SMPS!Quoting catering rates – J&L (\$1,880 (+tip) for 100 guests) and a few others waiting on responses.</div> <div>3. Discuss SE Budget (ahead \$255 dollars / looking to break even w/ topgolf will make up for it at summer event)</div> <div>4. Google Drives</div> <div>5. Partnerships (Tom F. would like to start earlier setting up partnerships and other organizations calendars)</div>	
Communications	Consent Items	
	<ul style="list-style-type: none">NA	
	Social Media Stats	
	New Business/Discussion Topics	
	<ul style="list-style-type: none">Would like 6 weeks advance notice for eventsEcho design group delays (in kind sponsor) need to discuss plan for using them going forward.	
Membership	Consent Items	
	<div>Current Total Members: 240</div> <div>Current Regular Members: 235</div> <div>Changes in April:</div> <ul style="list-style-type: none">New/Transferred Members: 8Renewals: 17Dropped Members: 6	<div>New/Transferred Members (April):</div> <ul style="list-style-type: none">Joanna F. Baum (Berglund Construction)George Chrisopulos (3rd Coast Imaging, Inc.)Marcello Gulotta (d'Escoto Inc)April M. Hughes (HPZS)William J. Motley (MWorks Architects)Steve N. Pangere (The Pangere Corporation)Cara A. Snower (DLR Group)Leslie E. Streicher (STR Partners LLC) <div>Drops (April):</div> <ul style="list-style-type: none">Hilary H. Goshert (Thornton Tomasetti)Sarah E. Hernandez (Legat)Ram Rajadhyaksha (DLZ Corporation)Gregg Rosen (The Walsh Group)Alison A. Strickler (Hoerr Schaudt Landscape Arch.)Laura Uhlir (The Walsh Group)
	New Business/Discussion Topics	
	<ul style="list-style-type: none">Membership Drive / Special Event – 15 new members since March 1st! Still 1st Place in Derby! ☺Membership Drive Wrap Up event?<ul style="list-style-type: none">Looking at July – meet at bar/restaurant type of settingSummer Outdoor Event Date – Special Events? Don't want to conflict with other events.Renewals – 17 this past month!!	

	<ul style="list-style-type: none"> New Member Lunch –Next NML: Today! (5/6/16) (BOD guest – Megan F) <ul style="list-style-type: none"> Budget surplus – can we subsidize NMLs? ~\$100/month? Looking for NML Chair
Sponsorship	Consent Items <ul style="list-style-type: none"> Conference Call 5/10/2016 All sponsors have been notified of benefits used thus far New Business/Discussion Topics <ul style="list-style-type: none"> Appoint Chair 2016 program year
Past President	Consent Items <ul style="list-style-type: none"> NA New Business/Discussion Topics <ul style="list-style-type: none"> Ronald McDonald Event – June 27 2016
Treasurer	Consent Items <ul style="list-style-type: none"> NA New Business/Discussion Topics <ul style="list-style-type: none"> Motion to approve Treasurer's Report :: May 2016 Update on transferring new account information/updating Review of last months program Nikki Dvorak motion to approve treasurers report / Tom Fennell seconds / motion approved
President Elect/Chapter Liaison	Consent Items <ul style="list-style-type: none"> Approve Board Slate New Business/Discussion Topics <ul style="list-style-type: none"> New Location for Board Retreat – Chicago Retreat items: <ul style="list-style-type: none"> Undergoing Strategic Planning Read By-Laws Board How-Tos => How things work, typical processes, experts on X situation-type of stuff - Read bylaws Delay appointment of scholarship chair
Secretary	Consent Items <ul style="list-style-type: none"> NA New Business/Discussion Topics <ul style="list-style-type: none"> Nate taking over Ampy's role as Secretary Potential budget / Dawn to look into further
President	Consent Items <ul style="list-style-type: none"> Committee Thank you notes should be sent out New Business/Discussion Topics <ul style="list-style-type: none"> Storing Documents/Gmail Accounts Tom Fennell working on godaddy.com documents Nikki to discuss w/ Tom Annual Meeting plans

Meeting Adjourned (Time: 10:40 am)

Ampy McIntyre moves to adjourn the meeting :: Nikki Dvorak seconds